apparatus include instructions for enabling the first apparatus to control the printing apparatus to print a front marker as well as the calibration pattern.

5. A method according to claim 4, wherein the front marker comprises, or includes, the word FRONT or an equivalent.

6. A method according to claim 2, further comprising sending from the second apparatus to the first apparatus information defining the predetermined direction.

7. A method of generating data defining a three-dimensional computer model of a subject object and data defining a viewing camera for the three-dimensional computer model to show a predetermined part of the subject object, comprising:

receiving image data defining images of a subject object together with a calibration pattern recorded at different relative recording positions and/or orientations, the subject object being positioned relative to the calibration pattern so that a selected part of the subject object which is to appear in an image of the three-dimensional computer model generated using the viewing camera faces in a predetermined direction

relative to the calibration pattern;

processing the image data to calculate the relative positions and orientations at which the images were recorded by comparing the calibration pattern in the images with stored data defining the calibration pattern;

generating data defining a three-dimensional computer model of the subject object relative to the stored calibration pattern using the calculated positions and orientations; and

generating data defining a viewing camera for the three-dimensional computer model for generating image data showing the selected part of the subject object in dependence upon the stored calibration pattern.

8. A method according to claim 7, wherein the viewing axis of the viewing camera is defined in dependence upon the stored calibration pattern.

9. A method according to claim 7, wherein the data defining the viewing camera is generated in dependence upon the stored calibration pattern and at least one of the generated three-dimensional computer model, data defining the height of the subject object and data defining a predetermined value estimating the height of the three-dimensional computer model.

10. A method according to claim 9, wherein the three-dimensional computer model is processed to determine the approximate centre thereof, and wherein the viewing camera is defined in dependence upon the stored calibration pattern and in dependence upon the calculated approximate centre.

11. A method according to claim 10, wherein the approximate centre of the three-dimensional computer model is determined by calculating the centre of a three-dimensional shape bounding the three-dimensional computer model.

12. A method according to claim 9, wherein the viewing camera is defined in dependence upon the stored calibration pattern and in dependence upon data input by a user defining the height of the subject object.

13. A method of generating data defining a three-dimensional computer model of a subject object for rendering by a predetermined viewing camera to show a predetermined part of the subject object, comprising:

receiving image data defining images of a subject object together with a calibration pattern recorded at different relative recording positions and/or